



**3 NUTRITION SERVICES**  
**3.36 Nutrition Education: Materials**

*Effective: 12/1/95*  
*Revised: 1/1/97*

**POLICY:** Nutrition education materials must reflect scientifically correct information and be appropriate for the clientele served. Materials purchased locally must be evaluated using established criteria prior to purchase. (See Policy 3.40 for evaluation of breastfeeding materials.)

**PROCEDURE:**

**A. EVALUATION OF MATERIALS**

1. Materials purchased and developed by local WIC projects must be evaluated prior to purchase of printing using the following criteria:
  - a) scientifically correct nutrition information and concurs with WIC Program policies and procedures (e.g., use of Food Guide Pyramid as dietary guidance)
  - b) appropriate length for WIC population
  - c) appropriate reading/verbal level of target audience
  - d) appealing appearance
  - e) appropriate for target ethnic group
  - f) learner-oriented
  - g) free of obvious bias or product promotion
2. Evaluations of materials (using the above criteria) must be completed and kept on file.
3. It is recommended that materials be pilot-tested and reviewed by participants in the development process or prior to purchasing.

**NOTES:**

Nutrition education materials available from the Bureau of Public Health:

- \* See Family Health: A Resource Catalog (POH 4536). This catalog identifies nutrition and health brochures and other materials available free of charge to local public health agencies, private nonprofit agencies with secondary grants from the Bureau of Public Health.



- \* The WIC Forms and Publications listing also includes the nutrition brochures available free of charge.

Available audiovisuals:

- \* Breakfast for Kids (videotape and print materials) (distributed to WIC projects at the 1991 Annual WIC Conference)
- \* First Foods: Lily Feeds her Baby (distributed to WIC projects in 1993)
- \* Feeding a Toddler: Lily Gets her Money's Worth (distributed to WIC projects in 1993)
- \* Breakfast: Lily Changes a Habit (distributed to WIC projects in 1993)
- \* Lily Feeds her Growing Family (distributed to WIC projects in 1993)
- \* Managing Diarrhea (Oral Rehydration Therapy) (distributed to WIC projects in 1993)
- \* Controlling Your Child's Weight (distributed to WIC projects in 1993)
- \* Inside My Mom (distributed to WIC projects in 1993)
- \* Beans, Beans, Beans (distributed to WIC projects in 1993)

Available resources:

- \* Doak C, Doak L, Root J: Teaching Patients with Low Literacy Skills, ed 2. Philadelphia: J.B. Lippincott Co., 1995 (distributed to local WIC projects in 1995)
- \* USDA: Guidelines: Writing for Adults with Limited Reading Skills, 1988 (distributed to WIC projects in 1988)
- \* "Writing Tips," handout from Nutrition Education Workshops conducted by Mary Thompson (distributed to attendees of the workshops, held regionally in 1991)

Other references for evaluating literacy level and developing low literacy materials:

- \* Davis T, et al: Reading Ability of Parents Compared with Reading Level of Pediatric Patient Education Materials. Pediatrics 1994;93:460-468.
- \* David T, et al: Rapid Estimate of Adult Literacy in Medicine: A Shortened Screening Instrument. Fam Med 1993;25:391-395.
- \* Davis T, et al: Rapid Assessment of Literacy Levels of Adult Primary Care Patients. Fam Med 1991;23:433-435.
- \* Nitzke S: Improving the Effectiveness of Nutrition Education Materials for Low Literacy Clients. Nutrition Today 1989;Sept/Oct:17-23.
- \* Nitzke S, et al: Writing for Reading, Guide for Developing Print Materials in Nutrition for Low Literacy Adults, 1986

**ATTACHMENTS:**

- \* Nutrition Materials Evaluation Form